

423 Groves Street
Clayton, NC 27520

DOCKET FILE COPY ORIGINAL

April 3, 1997

Mr. Reed Hundt
FCC Commission, Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554

97-55

Dear Sir:

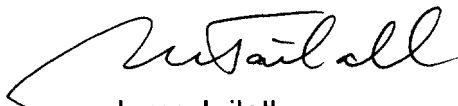
I would like to urge the FCC to change from an age-based rating to a contents-based rating for TV programs.

For Hollywood and the TV industry, profit is the bottom line, the top line as well as the middle line. The TV moguls believe in profits by any means necessary. The present age-based system is yet another attempt to hoodwink the American public, and keep our kids hooked on their liberal fare of sex, violence, and advertising propaganda. This system is an attempt to mask the real content of their filthy offerings.

TV is probably the singlemost cause for the moral depravity of America. A society without moral controls, is a society that is also licentious. We must stop this madness, and the FCC's role in forcing TV operators to change their ways is critical.

I urge the FCC to change to a content-based ratings.

Sincerely,



Jerry Jallall

Lopez Elementary School PTA
637 Wabash Street
Fort Collins, CO 80526

DOCKET FILE COPY ORIGINAL

March 31, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

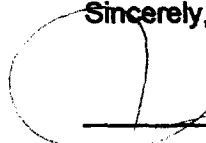
I am writing on behalf of the National PTA and the Lopez Elementary School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1977. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1966. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- ◆ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- ◆ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ◆ That the rating icon on the screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ◆ That the rating board be independent of the industry and the FCC and that it include parents; and
- ◆ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Linda Maher - Linda Maher
(Name)
467 Annison Ave
(Address)
Ft. Collins Co 80526

April 2, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW; Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

As a parent and officer of the Shelton View Elementary PTA, I am writing to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol of the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children.

I would like to request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Ann Dawson
23704 Meridian PL. W.
Bothell, WA 98021

April 2, 1997

DOCKET FILE COPY ORIGINAL

Mr. Reed Hundt and the FCC Commission
Office of the Secretary
1919 M Street N.W., Room 222
Washington, DC 20554

Subject: Age-based TV Rating System
CS Docket No. 97-55, FCC 97-34

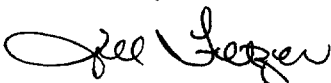
Dear Mr. Hundt and the FCC Commission,

I am writing this letter in reference to the age-based TV Rating System that is now being used to help monitor TV shows and movies. First of all, I appreciate the fact that you are trying to help parents monitor which shows may or may not be suitable for our children. There has been controversy on the TV Rating System that it does not provide enough information on why it is being rated TV-PG, TV-14 or TV-M. People want to know if it has violence, sexual content or bad language. My concern with this is that it gives TV more freedom on what they can broadcast if they simply put a "rating" on it as it is being shown. I do not always agree with any "rating" system when it comes to shows or movies that I am allowing my children to see. We have rented "PG" movies and have been shocked and disappointed at something in the movie that was not suitable for my children--usually it has been bad language. I do not trust the ratings when it comes to shows for my children. This means that I practically have to see the movie first before I allow my children to watch it.

I started writing this letter because of information I received from our PTA. They are requesting a rating system that includes program content descriptors (V-Violent Content, S-Sexual Content, and L-Bad Language) along with the TV-PG, TV-14, and TV-M. I do not include the other ratings of TV-Y, TV-Y7 and TV-G because these should not have anything of that nature in them.

My point that I am trying to make is that TV and the Movie Industry need to clean up their acts and make more enjoyable shows for families. Not all families use bad language nor do we "sleep with" whoever is our date for the evening. This is the message being taught on alot of comedy shows in the evenings and in movies. For this reason, we do not have our TV on when I can't trust what will be said or done as my child simply walks into the room for a minute. Television should be family-oriented all the time, and we should not have to worry about what might be said, shown, or insinuated. Thank you for your time.

Sincerely,



Jill Fetzer

2100 Glenrosa
Amarillo TX 79124

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

4-2-97

I am writing in behalf of the National PTA to inform you that I strongly opposed the V-Chip rating.

I feel it a gross infringement on my rights as a parent, if I allow the T.V. industry to decide what is appropriate for my children's viewing pleasure - instead of me.

I would like to see the rating system become more "parent friendly." For example, allow the rating symbol to shed light on what the actual context of each show has - instead of the generic symbol they use now. Or, how about printing the context (i.e. language, violence, etc.) in the T.V. guides.

Thank-you for allowing me this opportunity to express my concerns. Please keep in mind how important this is to children and families.

Sincerely,
Gerry Prorok
1538 W. Park

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

April 2, 1997

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing to you as a concerned parent and as the President of the Olive-Mary Stitt PTA in Arlington Heights, IL. We live in a large suburb of Chicago, so I feel we are always exposed to the urban problems that face us daily.

I am writing to you today to voice my opposition to the V-chip rating system. The rating system that Jack Valenti has proposed does not provide sufficient content to parents.

As head of the FCC you and the Commissioners have a duty to provide the best information possible to parents as they try and bring up children in this turbulent world.

Any system of TV rating should be approved by the FCC and evaluated by independent Research to determine if it meets the needs of parents.

Sincerely,

Laurie McNamara

706 N Douglas
Arlington Heights IL 60004

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

April 2, 1997

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Oliver-Mary Hill School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children.

I do not want the TV industry to interpret what is best for my children. I want the rating board to be independent of the industry and the FCC and should include parents. The rating icon on the screen should be larger, more prominently placed on the screen and appear more frequently during the course of the show.

Thank you for your interest in the mental health & safety of our children.

Sincerely,
Sharon Combs

DOCKET FILE COPY ORIGINAL

149 Shadowlake Lane
Marietta, GA 30067

April 3, 1997

Chairman Reed Hundt and the
FCC Commission
Office of the Secretary
1919 M Street, N.W.
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 9734

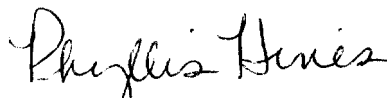
Dear Chairman Hundt and the FCC Commission:

I am writing to you regarding content-based TV ratings. It is such a shame that our children do not have the good TV shows to watch now that we had when we were growing up.

This is my request of you to use a content based rating system for TV programs instead of a single summary rating. We would like to have separate ratings for sex, violence and language content. If we want to cut down on violence, drugs, etc. for our children, then we must cut down on the type TV shows that are available to them for viewing.

Please take the welfare of our children, tomorrow's future, into consideration when rating the TV programs. Thank you for your support.

Sincerely,


Phyllis M. Hines

DOCKET FILE COPY ORIGINAL

2644 Sunrise Drive
Atlanta, GA 30345

April 3, 1997

Chairman Reed Hundt and the
FCC Commission
Office of the Secretary
1919 M Street, N.W.
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 9734

Dear Chairman Hundt and the FCC Commission:

I am writing to you regarding content-based TV ratings. It is such a shame that our children do not have the good TV shows to watch now that we had when we were growing up.

This is my request of you to use a content based rating system for TV programs instead of a single summary rating. We would like to have separate ratings for sex, violence and language content. If we want to cut down on violence, drugs, etc. for our children, then we must cut down on the type TV shows that are available to them for viewing.

Please take the welfare of our children, tomorrow's future, into consideration when rating the TV programs. Thank you for your support.

Sincerely,

Teresa Brunson

Teresa W. Brunson

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

April 1, 1997

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am very concerned about the V-chip rating system. The system does not provide sufficient content information so that parents can make appropriate decisions on TV viewing. I do not want the TV industry making these decisions for me. I need to know what the program contains — violence, nudity, language etc.

I think the logo needs to be shown more often, not just at the beginning of the show.

Thank you for your consideration,

Shelli Connolly

PTA member

Olive-Mary Stitt Schoof

April 2, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of National PTA and Olive-Mary Stitt School PTA (part of Illinois PTA) to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on Jan. 17, 1997.

The FCC is required to determine whether the industry rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe that the proposed system does so.

Parents want to make choices about their children's viewing based on content information instead of only the age rating as proposed.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Marta Sheehan

831 N. Evergreen

Arlington Hts, IL 60004

April 3, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Eagle Cliffs PTA, Billings, Mt. to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- . That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- . That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- . That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- . That the rating board be independent of the industry and the FCC and that it include parents; and
- . That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

We wonder why there is such a lack of morals, self respect and respect for others in this country. Take a look at TV programs, movies and society in general. We as adults are responsible for what our children are taught. We all need to take responsibility for our actions and inactions. We often hear "someone should do something about this, that and the other thing. We tend to forget that we are someone and need to speak up for the good of our children.

Sincerely,

Sharon Klem
902 Nutter Blvd.
Billings, MT 59105

**PTSA EXECUTIVE BOARD
PLUM POINT MIDDLE SCHOOL
1475 PLUM POINT ROAD
HUNTINGTOWN, MD 20639**

DOCKET FILE COPY ORIGINAL

April 3, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the PTSA of Plum Point Middle School to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Charlie Hanko

Charlie Hanko, President, PTSA

DOCKET FILE COPY ORIGINAL

38 Brooklane Drive
Harrison City, PA 15363
April 1, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

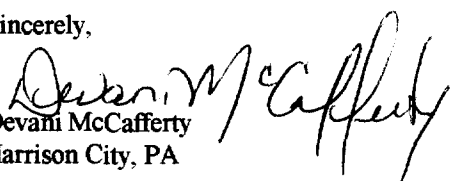
I am writing on behalf of the National PTA and the Harrison Park Elementary School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Devani McCafferty
Harrison City, PA

Pleasant Grove Jr. High School
810 N. 100 E.
Pleasant Grove, UT 84062
(801)-785-8707

DOCKET FILE COPY ORIGINAL

April 4, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Utah PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Tammy Moore
President - Elect

Diane Palmer
President

Pleasant Grove Jr. High PTA.

**DANIEL STREET SCHOOL
PARENT TEACHER ASSOCIATION
LINDENHURST, NEW YORK 11757**

DOCKET FILE COPY ORIGINAL

**Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington DC 20554**

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

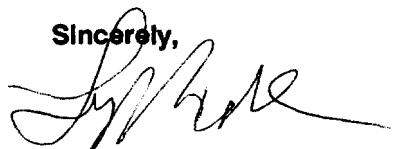
I am writing on behalf of the National PTA and the Daniel Street PTA, Lindenhurst, New York to voice our opposition to the v-chip rating system as presented by Jack Valentl, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that give parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this systems does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- 1. That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S (for sexual depiction and nudity) and L (for language);**
- 2. That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;**
- 3. That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;**
- 4. That the rating board be independent of the industry and the FCC and that it include parents; and**
- 5. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.**

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



**Lynn Burke
President**

01-45

~~DATE OF LATE FILED~~ DOCKET FILE COPY ORIGINAL

RECEIVED

March 28, 1997

APR 7 1997

Federal Communications Commission
Office of Secretary

Chairman Reed Hundt and FCC Commissioners
& Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

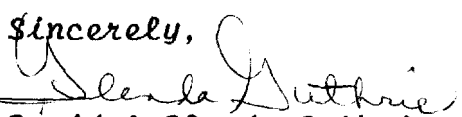
Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We am writing on behalf of the National PTA, the Ohio PTA, and Bellaire Jr. High School PTSA to voice our opposition to the v-chip rating system as presented by Jack Valentl, Chair of the TV Rating Implementation Group, on January 17, 1997.

We appreciate the rating symbols on the TV screen as a step in the right direction; however, they do not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. My husband and I are the parents of three young boys, so we also have a personal stake in this issue. We do not want the industry to interpret what is best for our children. We want to make those choices ourselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this current system does so and ask that the FCC not approve the industry rating system. Thank you for your consideration in this matter.

Sincerely,

David & Glenda Guthrie
66245 N. Moss Run Road
Bellaire, Ohio 43906

No. of Copies rec'd 0
List ABCU



Hillcrest High School PTSA
3319 N. Grant Street
Springfield, MO 65803
Home of the Hornets
The blue and gray

DOCKET FILE COPY ORIGINAL

April 2, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554
RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners,

I am the PTSA (Parent-Teacher-Student-Association) President for Hillcrest High School in Springfield, Missouri and I am writing to voice my opposition to the current v-chip rating system in television.

I am the parent of a seventeen year old son and a twenty year old daughter, but it is not on their behalf that I am writing to you today. I have three neices under the age of nine that need a content based television rating system.

The current system is lacking in several areas. The age, TV14, etc., rating does not give parents a clue as to why a particular show is rated TV14. We need a system that rates programs in this way: V for violence, S for sexual situations, L for inappropriate language, N for nudity, etc.

The icon that appears at the beginning of a program is quite inadequate. If one misses a few seconds of the program, one never sees the icon. It should be displayed during the entire program. It is possible for storm warnings to be seen during several hours of programing, so why can one not see the rating icon as well?

I appreciate being able to express my opinion on such an important issue. I sincerely hope that the FCC will become advocates for children and approve a content-based rating system.

Sincerely,

Kathy Stephens
Kathy Stephens

3628 Snowmass Circle
Springfield, Missouri 65803

Cornell Middle School PTA
1600 Cornell Street
McKeesport, PA 15132

March 31, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Cornell Middle School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

*That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as a V (for violence). S (for sexual depiction and nudity) and L (for language);

*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.

*That the rating board be independent of the industry and the FCC and that it include parents; and

*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



SAVISHINSKY
25 Stanwood Road
New Hyde Park, NY 11040

March 10, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

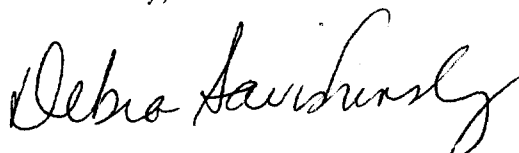
That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



3108 North 25th Street
Sheboygan, WI 53083
March 30, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55. FCC 97-34

I am writing on behalf of the National PTA and the local PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on the content information about the program. Any rating system without the content descriptions of the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V for violence, S for sexual depiction and nudity and L for language;
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Deborah Pilz

Deborah Pilz
Sheboygan, WI

97-55

April 2, 1997

To: Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

From: Cricket Parry
380 E. 500 S.
Farmington, Ut. 84025

Mr. Chairman and Commissioners,

I am writing in regards to let you know I oppose the V-Chip Rating System as presented by Jack Valenti, Chair of the TV Rating Implementation Group. The rating symbol on the TV screen does not give enough information to help myself as a parent and other family members know if the rated program is something I feel we wish to watch.

I am very concerned with programming on the television today. The rating system is a great idea with benefits for all. I would like you to know however, that without more information it is of no use to those of us who wish to monitor television watching.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. The above mentioned system does not do this. I am asking you to NOT approve the industry rating system. Please consider the following:

*Under no circumstances should the FCC approve the industry's rating system. The FCC should not accept any rating system that does not include content information about the program ie. S-sex, V-violence, N-nudity, L-language, etc. Also, adding how much of each and how graphic.

*The FCC require a V-chip band broad enough that it would allow parents to receive more than one rating system.

*The rating icons on the television screen be made larger and more prominently placed on the screen. Also, have them on the screen more frequently during the program.

*The rating board be independent of the industry and the FCC with the board including parents of all backgrounds.

*The rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents and families. This should be done periodically.

I hope you will consider these suggestions before finalization of the rating system. Any rating system without content description on the screen is useless.

Thank you for your time in reading this letter. This is very important to my family as I know it is to yours and our nation's.

Sincerely,

Cricket Parry

Cricket Parry

April 1, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 22
Washington, DC 20554

Dear Chairman Hundt and Commissioners

RE: CS Docket No. 97-55, FCC 97-34


I am writing on behalf of the National PTA and the Eastampton, NJ PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for children. Major surveys released this fall demonstrate overwhelming parent preference for a rating system that give parents information about the content of programs. These surveys were conducted by the National PTA, *US News and World Report*, and Media Studies Center/ Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen or not publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve this rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S(for sexual depiction and nudity), and L(for language);
- That the FCC requires a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it includes parents;
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for the opportunity to comment on an issue so important to children and families.

Sincerely


Mary Keller
50 Manchester Rd.
Eastampton, NJ 08060

DOCKET FILE COPY ORIGINAL

March 14, 1997

53 South St., Plymouth, CT
06782

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents more information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Study Centers/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should include no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough so that it would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for the opportunity to comment on an issue so important to children and families.

Sincerely, 
Mrs. Jan Krampitz, First Vice President Connecticut PTA

c/o Noble School PTA
Noble Elementary School
1293 Ardoon Street
Cleveland Hts., OH 44121
March 31, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Noble School PTA to oppose the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The age-based rating system this group proposes lacks sufficient information about content for parents to decide which programs their children ought or ought not to watch. Major surveys conducted this fall by the National PTA, U.S News & World Report, and Media Studies Center/Roper show that parents overwhelmingly prefer rating systems that give them information about the content of programs. Valenti's age-based system allows the TV industry to interpret what is appropriate for children; parents, however, want to decide for themselves what is best in this matter. I reject any rating system that fails to include content descriptions on the screen and in TV scheduling guides.

The FCC, by law, is required to rule whether the TV industry's rating system conforms with the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve it. Instead, I request that the FCC push for a rating system that includes information about content such as V (for violence), S (for depiction of sex and nudity), and L (for profane or objectionable language). I also request that the rating board be independent of both the TV industry and the FCC and that it include parents. Finally, I ask that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for your attention.

Sincerely,

Ann Ranish
co-president
Noble School PTA